TOUCH IOT
WITH SAP LEONARDO
PETSENSE PROTOTYPE CHALLENGE

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Story

My prototype is for pet owners who want to monitor their pets when the owners are away from their pets. For example, if you are gone all day at work and want to make sure your pets are safe, secure, and not stressed out, this prototype is for you.

You can monitor the pet’s heart rate, breathing, temperature, and activity using an embedded sensor in the pet’s collar. With the 2-way audio feature, you can hear what your pet is doing, is he barking, breaking things, etc. Then you can speak calming words to the pet or tell them to stop doing something.

If your pet finds something particularly soothing, the radio, the TV, lights on, you can integrate with Alexa and Nest Home to turn things on in your house.
Bob
Pet Owner

I work long days in the office and I’d like to check in on my pets when I’m not home.

About
• 50 years old, married, 1 kid, 2 pets
• I work long hours at a software company
• I have a smart home, smart phone, and I like to check on and control things at home using my apps
• I communicate with my wife while at work and I often to share smart home info I get in my apps with her

Responsibilities
• I am responsible for all work duties while at the office
• I am the smart home “expert” for our house and control things at home often, like the temperature, air conditioning, the lights, checking the security camera, etc.
• I am responsible for making sure we conserve energy for the good

Main Goals
• Being responsible for conserving energy and checking on things at home, I’d like to be able to check on my pets’ wellbeing as

Needs
• I need to check on my new puppy and my cat when we’re not home.
• I need to be able to control certain things at home when I get an alert or check on my pets.
• I need this functionality to be integrated into my smart home and smart phone.
• I need to be able to share this info with my wife and son from my smart phone app.

Pain Points
• I can’t go home and check on my pets while I’m at work.
• My wife and son are also away from home during the day, but also get home before I do.
• My son needs reminders of when to feed the dog or take him on a walk.
• My new puppy gets stressed out and chews on things when we are not at home.

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Point of View

As a pet owner I need a way to quickly check on my pets when I am away from home so that I can make sure they are comfortable and safe.
## UX Journey

**User Experience Journey— Checking on my pets when I am not at home.**

<table>
<thead>
<tr>
<th>ACTIONS</th>
<th>MINDSET</th>
<th>FEELING</th>
<th>TOUCH POINTS</th>
</tr>
</thead>
</table>
| ✓ Set up pets for the day  
 ✓ Go to work | ✓ I worry that I don’t have enough toys to occupy the puppy  
 ✓ I have to go to work or get fired | 😞 | ✓ Pets  
 ✓ Car  
 ✓ Boss coworkers |
| ✓ Work 10 hours at office | ✓ Long days stress me out and keep me away from home | 😞 | ✓ Boss  
 ✓ Friends  
 ✓ Family  
 ✓ Wife |
| ✓ Call wife or neighbor to try to go home and check on the puppy and cat | ✓ I have to find time to call someone to check on the puppy and it makes me annoyed and worried | 😞 | ✓ Neighbors  
 ✓ Pets  
 ✓ House |
| ✓ If no one can, I have to drive home a long way to go check on them | ✓ I have to take time off work to check on things and my boss gets irritated | 😞 | ✓ Car  
 ✓ Boss  
 ✓ Pets  
 ✓ House |
| ✓ I find dog chewing things because he’s anxious | ✓ I get even more irritated and wonder what I can do | 😞 | ✓ Pets  
 ✓ Damage |
| ✓ I feel stressed about the animals being anxious | ✓ Stress makes my health bad and I can’t be a good worker or husband/father | 😞 | ✓ Health  
 ✓ Doctor  
 ✓ Tylenol |
Or see clickable prototype here.